

Workforce Development Board Business Services Committee Comprehensive Economic Development Strategy (CEDS) Committee Wednesday, August 8, 2018 Sheriff's Dept. - Community Room 5200 Soquel Ave, Santa Cruz 3:00 p.m.

18 W. Beach Street Watsonville, CA 95076 (831) 763-8900 www.santacruzwib.com

Agenda

		J	Marshall Delk, Chair
l.	Call to Order/Welcon	ne	Santa Cruz County Bank Carol Siegel, Employment Santa Cruz Seaside Compar
II.	Public Comment		Elyse Destout, Vice-Chair Photography by Elyse Desto
	Commente hu Cheir	and WDD Director	Casey Beyer, Executive Dir Santa Cruz Area Chamber of
III.	Comments by Chair Business Services and	d CEDS Committee Merger Philosophy	Gerlinde Brady Cabrillo College
IV.	Approval of Minutes	from January 17, 2018 Business Services	Andy Constable Economic Development Ma Santa Cruz County
	Committee and May	16, 2018 CEDS Committee2-7	Jo Anne Dlott, VP Human R Sure Harvest
٧.	Service Provider Act		Jenny Haruyama, City Man City of Scotts Valley
	Eckerd (Workforce Some SBDC (Layoff Aversion	,	Katie Herlihy Community Development N City of Capitola
VI.	Consent Items		Matt Huffaker, City Manage City of Watsonville
• • •		ooard 8	Bonnie Lipscomb, Execut
		rmation 9-10	City of Santa Cruz, Economic
	C.3 AJCC Hallmarks (of Excellence11	Rob Morse, Manager Pacific Gas and Electric Com
VII.	Administration		Andy Van Valer SlingShotSV
		s and CEDS Committee Merger/Goals 12	DIRECTOR:
		date	Andy Stone
		er/Jurisdictional Roundtable	
VIII.	Chairperson's Repor	rt	
IX.	Adjournment		
	Next WDB Meeting:	Workforce Development Board Meeting September 11, 2018 @ 8:30 a.m. Best Western Seacliff Inn 7500 Old Dominion Ct.	

BUSINESS SERVICES/CEDS COMMITTEE:

Manager

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Resources

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Next Committee Meeting: October 10, 2018 @ 3:00 pm

1000 Emeline Ave, Executive Conference Room

Santa Cruz, CA 95060

Aptos, CA 95003

The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefit of the services, programs, or activities. This meeting is located in an accessible facility. If you are a person with a disability and require special assistance in order to participate in the meeting, please call (831) 763-8900 (TDD/TTY-711) at least 72 hours in advance of the meeting in order to make arrangements. Persons with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those affected, please attend the meeting smoke and scent free.



Workforce Development Board Business Services Committee Watsonville Career Center 18 West Beach Street, Watsonville Wednesday, January 17, 2018, 3:00 p.m.

18 W. Beach Street Watsonville, CA 95076 (831) 763-8900 www.santacruzwib.com

MINUTES

The Chair called the meeting to order at 3:10 p.m., and a quorum was established.

Committee Members in Attendance

Delk, Marshall
Destout, Elyse
Morse, Rob
Van Valer, Andy
Denise Moss (Cabrillo College designate, in for Gerlinde Brady)

Committee Members Absent

Siegel, Carol Slack, Ron Hood, Dave

Staff in Attendance

Gazza, Laurel – WDB Administrative Aide Stone, Andy – WDB Director

Guests

Mike Quiroz – Division of Apprenticeship, State of California Alicia A. Sibaja – Division of Apprenticeship Standards, State of California Teresa Thomae – Small Business Development Council, Cabrillo College Sharolynn Ullestad – WFSCC, Goodwill Central Coast

Subject: Call to Order/Welcome

Discussion: Business Services Committee Chair Marshall Delk called the meeting to

order.

Subject: Approval of Agenda

Action: It was moved to approve the January 17, 2018 Agenda.

Status: Motion to Approve: Elyse Destout

Motion Seconded: Andy Van Valer

Abstentions: None

Committee Action: All in favor, motion passed.

BUSINESS SERVICES COMMITTEE:

Marshall Delk, Chair Santa Cruz County Bank Andy Van Valer, Vice Chair SlingShotSV Elyse Destout, Owner Photography by Elyse Destout Gerlinde Brady.

Cabrillo College

Dave Hood, President
First Alarm

Rob Morse, Manager Pacific Gas and Electric Company Carol Siegel, Employment Manager Santa Cruz Seaside Company

Ron Slack, Owner Fine Print Graphic Design

DIRECTOR: Andy Stone

Subject: Public Comment

No comments from the public, but WDB Director Andy Stone mentioned that there were two new attendees, Denise Moss, from Cabrillo College, in for Gerlinde Brady; and Mike Quiroz, from the Division of Apprenticeship, State of California. Both briefly discussed their respective programs and mission.

Subject: Approval of September 20, 2017 Meeting Minutes

Action: It was moved to approve the September 20, 2017 Meeting Minutes.

Status: Motion to Approve: Elyse Destout

Motion Seconded: Rob Morse Abstentions: Andy Van Valer

Committee Action: All in favor (minus Van Valer), motion passed.

Subject: V. Contractor Activity Report:

Sharolynn Ullestad from WFSCC GCC gave Mid-Year Report update, including the latest hiring events such as Access to Employment, and expressed that there had been better media outreach. She also shared a success story from small business The Open Hearth. Denise Moss from Cabrillo College discussed their Apprenticeship Program, and together with Andy Stone, discussed how the program could work better. Teresa Thomae, from Cabrillo College Small Business Development Council, recapped and summarized her program and discussed challenges in tracking metrics of Sole Proprietorship/Entrepreneurship, and helping businesses find employees to work at minimum wages. She also mentioned their last quarter monitoring had been done and that their fiscal audit was still in process. She recounted a success story from small business Drapery Enterprises, regarding their downsizing/transition to new owner.

Subject: VI. Administration Items:

A.1 – Committee Dashboard

Director Andy Stone presented the Committee Dashboard, for Quarter 1 statistics.

A.2 – Labor Market Information

Director Andy Stone presented the current Labor Market information, showing continued job growth, and discussed the local unemployment figures, trends, and new developments such as AB168.

A.3 – Committee Member Roundtable

Director Andy Stone asked the committee members for a round-robin style report out on their current business conditions. Marshall Delk (banking/financial) stated that business was generally doing very well, with

the exception of retail. Rob Morse (Utilities) reported lots of challenges as a utility due to strict liability laws in California, and changes within the industry. They are looking into how to address economic development issues.

A.4 – Business Engagement Strategy

Director Andy Stone highlighted various portions of this item, from the attached Business Engagement Strategic Plan.

Action was deferred on this item.

A.5 – Committee Member Recruitment

Each committee member discussed possible options for new committee members, and Elyse Destout mentioned new referral Erica Manfre, from Monterey Mushrooms, who wasn't able to attend this meeting. Focus of discussion was each member coming up with the name of a referral and how to convince the prospective member of the benefits of their joining the committee. Marshall Delk asked that January 31 be the deadline to come up with recruitment referrals.

Subject: VII. Chairperson's Report

No report given, however Director Andy Stone announced the February 1, 2018 Special Meeting of the WDB Full Board, in which they will discuss the merger between the WDB and Employment Benefits Services Division.

Meeting adjourned at 4:58 p.m.

Next Meeting: Workforce Investment Board Meeting

Wednesday, February 28, 2018 @ 8:30 a.m.

Seacliff Inn

7500 Old Dominion Ct.

Aptos, CA 95003

Business Services Committee Meeting Wednesday, April 18, 2018 @ 3:00 p.m.

Watsonville Career Center

18 W. Beach St.

Watsonville, CA 95076



Workforce Development Board Comprehensive Economic Development Strategy Committee

1000 Emeline Ave., Santa Cruz Wednesday, May 16, 2018, 3:00pm 18 W. Beach Street Watsonville, CA 95076 (831) 763-8900 www.santacruzwib.

MINUTES

The Chair Carol Siegel called the meeting to order at 3:00 pm.

Committee Members in Attendance:

Katie Herlihy – City of Capitola (replaced Jamie Goldstein)
Barbara Mason – Santa Cruz County Economic Development Dept. (Alt.)
Carol Siegel – Santa Cruz Seaside Co. (Chair)
Rob Morse – Pacific Gas and Electric (Vice Chair)
Casey Beyer – Santa Cruz Chamber of Commerce
Peter Detlefs – County of Santa Cruz Economic Development Dept. (Alt.)

Committee Members Absent:

Andy Constable – Santa Cruz County Economic Development Dept.
Bonnie Lipscomb – City of Santa Cruz
Jo Anne Dlott – Sure Harvest
Matt Huffaker – City of Watsonville

Staff in Attendance:

Andy Stone – Director, Workforce Development Board – Santa Cruz County Laurel Gazza – Senior Board Clerk – Clerk of the Board, Santa Cruz County

Guests

Sharolynn Ullestad

I. Subject: Welcome/Introductions

Discussion: Chair Carol Siegel welcomed everyone, and members introduced themselves

II. Subject: Public Comment

There was no public comment.

COMPREHENSIVE ECONOMIC DEVELOPMENT (CEDS) COMMITTEE MEMBERS:

Carol Siegel, Chair Santa Cruz Seaside Company

Rob Morse, Vice Chair
Pacific Gas and Electric Company

Andy Constable Economic Development Manager County of Santa Cruz

Jo Anne Dlott, Vice President Human Resources SureHarvest

Katie Herlihy, Community Dev. Director City of Capitola

Matt Huffaker, Assistant City Manager City of Watsonville Bonnie Lipscomb, Executive Director

City of Santa Cruz Economic Development
Casey Beyer, Executive Director
Santa Cruz Area Chamber of Commerce

DIRECTOR: Andy Stone

III. Subject: Chair/WDB Director Comments

WDB Director Andy Stone announced that the WDB's Business Services Manager posted position would be closing on May 18th. The position would be a liaison between the WDB and local businesses. He also mentioned the State of the Workforce Report was due at the end of June.

IV. Subject: Approval of January 18, 2017 Meeting Minutes

Discussion: None

Action: Approved the January 18, 2017 meeting minutes

Motion: Rob Morse Second: Barbara Mason

Vote: Rob Morse, Barbara Mason, Carol Siegel and Katie Herlihy all in favor

Abstentions: Casey Beyer

V. Discussion and Action Items:

Subject: D.1 – Review of CEDS Goals:

Discussion: WDB Director Andy Stone directed the committee to think about what goals they would like CEDS to prioritize in the future, and would set the next meeting agenda with those in mind. Members suggested building collaboration between government and other sectors, focusing on infrastructure, living wages, housing, employee retention.

Action: None, discussion item.

Discussion and Action Items:

Subject: D.2 – Potential CEDS expansion

Discussion: Director Andy Stone discussed the possibility of merging the CEDS Committee with the Business Services Committee and provided pros and cons to the committee, and allocation of resources. Members indicated they would be willing to try the merger of the two committees on an initial basis.

Action: None, discussion only item.

Discussion and Action Items:

Subject: D.3 – Future CEDS Meeting Schedule and Location

Discussion: The committee discussed potential new CEDS committee meeting dates for the FY 2018-19, as though it would be merged with the Business Services Committee. Dates accepted were: August 8, 2018; October 10, 2018; February 13, 2019; and April 10, 2019. These dates were thought to be more accommodating to committee members who previously had not been able to attend. Possible locations were briefly discussed, and meeting times were kept at 3:00 pm.

Action: Accepted proposed meeting dates for FY 2018-19 CEDS Committee meetings: August 8, 2018; October 10, 2018; February 13, 2019, and April 10, 2019.

Motion: Rob Morse Second: Katie Herlihy Vote: Unanimous

Discussion Item:

Subject: D.4 – Labor Market Information

Action: N/A - Discussion only of the current labor market report, through March 2018.

Discussion Item:

Subject: A.1 – Labor Market Information

Action: N/A - Committee discussed trends of the current labor market report.

Chair Carol Siegel adjourned the meeting at 4:20 pm.

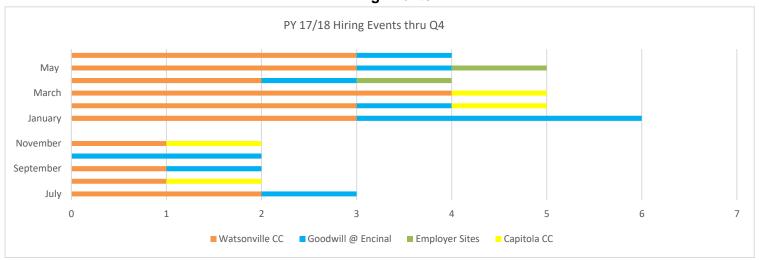
Next Meeting: August 8, 2018 at 3:00 pm

Location: TBD

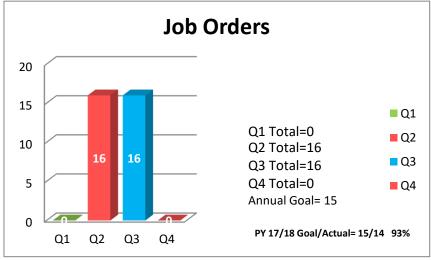


Program Year 2017-2018 July 1, 2017 - June 30, 2018

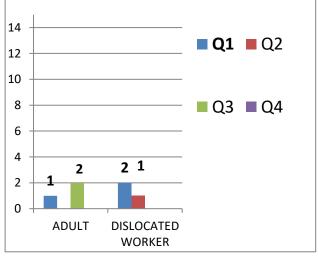
Hiring Events



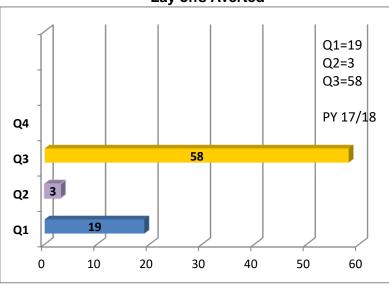
Job Orders



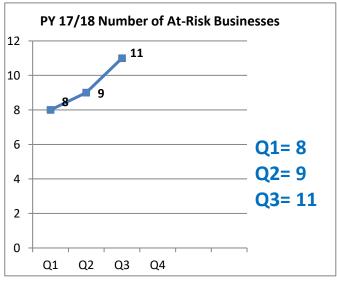
OJT Contracts



Lay offs Averted



At-Risk Businesses Served





Action	⊠Consent	⊠Information	Discussion
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C.2 Labor Market Information

DE VEEDI IVIEIVI					
COMMITTEE:	Business Services/C	EDS Committee	MEETING	DATE:	August 8, 2018
STAFF NAME:	Andy Stone - WDB Dir	ector, Laurel Gazza	- Administrat	ive Aide	
SUMMARY:					
4.3 percent in	May 2018, and belo	ow the year ago e	estimate of	4.9 percen	ne 2018, up from a revised at. This compares with an he nation during the same
N					
⊠Attachment(s	9				
SUGGESTED MO	OTION: (if applicable)				
N/A					
COMMITTEE	DATE	COMMITTEE AP	PROVAL:	□No	Other:
BOARD DATE		BOARD APPROV	VAL: ☐Yes	□No	Other:

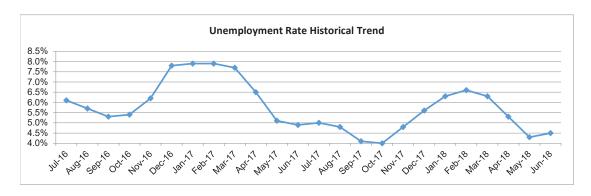
July 20, 2018

State of California
EMPLOYMENT DEVELOPMENT DEPARTMENT
Labor Market Information Division
130 East Ortega Street
Santa Barbara, CA 93101

Andriy Moskalyk 805-568-1314

IMMEDIATE RELEASE SANTA CRUZ-WATSONVILLE METROPOLITAN STATISTICAL AREA (MSA) (Santa Cruz County)

The unemployment rate in the Santa Cruz County was 4.5 percent in June 2018, up from a revised 4.3 percent in May 2018, and below the year-ago estimate of 4.9 percent. This compares with an unadjusted unemployment rate of 4.5 percent for California and 4.2 percent for the nation during the same period.



	14 2010	1 2010			. 2040	1
Industry	May-2018	Jun-2018	Change	Jun-2017	Jun-2018	Change
,	Revised	Prelim			Prelim	ŭ
Total, All						
Industries	116,100	119,700	3,600	116,800	119,700	2,900
Total Farm	9,300	11,200	1,900	11,300	11,200	(100)
Total Nonfarm	106,800	108,500	1,700	105,500	108,500	3,000
Mining, Logging,						
and Construction	5,100	5,100	0	4,900	5,100	200
Manufacturing	7,000	7,300	300	7,000	7,300	300
Trade,						
Transportation &						
Utilities	17,100	17,300	200	17,400	17,300	(100)
Information	800	800	0	800	800	0
Financial						
Activities	3,500	3,500	0	3,600	3,500	(100)
Professional &						
Business Services	10,500	10,600	100	10,600	10,600	0
Educational &						
Health Services	18,300	18,300	0	17,900	18,300	400
Leisure &						
Hospitality	15,000	15,800	800	15,300	15,800	500
Other Services	5,000	5,200	200	4,900	5,200	300
Government	24,500	24,600	100	23,100	24,600	1,500

Notes: Data not adjusted for seasonality. Data may not add due to rounding

Labor force data are revised month to month

Additional data are available on line at www.labormarketinfo.edd.ca.gov



	⊠Consent	☐Information	Discussion
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C.3 AJCC Cert.-Hallmarks of Excellence

DEVELOPMENT							
COMMITTEE:	Business Service	s Committee	MEETING DATE:	August 8, 2018			
STAFF NAME:	Andy Stone, WDB Dire	ector; Sara Paz-Neth	ercutt, Sr. Analyst				
SUMMARY:							
follow the criteria this end, this boal conducted by Rad AJCC Hallmarks	Under WIOA, local boards are responsible for maintaining a network of high-quality, effective AJCCs. AJCCs are to follow the criteria and procedures established by the State Board once every three years when certifying the AJCCs. To this end, this board at its May 30, 2018 meeting approved the AJCC Hallmarks of Excellence independent review conducted by Racy Ming and was submitted to the State Workforce Board as required under WIOA. To recap, the AJCC Hallmarks of Excellence certification is intended to ensure that every comprehensive AJCC is in compliance with key WIOA statutory and regulatory requirements.						
recommendations	The AJCC Hallmarks of Excellence Report accessible as indicated below, includes continuous improvement goals and recommendations. The Career Services Committee of this Board is overseeing the implementation of the Hallmarks of Excellence Action Plan and the areas and rankings of the certification that are business related are listed below for your information:						
needs of targeted Continuous Impro *Provide staff trai in working with cu	d regional sectors and ovement Goals/Recomr ning on labor market in	d pathways . Rankir mendations: iformation, targeted s	ng: 3 sectors and career	ry-recognized credentials which meet the pathways- and how to use this information e job center information/displays to include			
business service Continuous Impro	es strategy and focuse ovement Goals/Recomr	es on quality jobs. R mendations:	anking: 4	strategies through an integrated ermine how this can be strengthened.			
The progress on	the certification areas is	s available to this co	mmittee upon requ	est.			
AJCC Hallmarks http://bit.do/e	of Excellence Report a pmYd	ccessible as follows:					
Attachment(s)) 						
SUGGESTED MC	OTION: (if applicable)						
I move to approve				WDB staff and direct staff to implement			
COMMITTEE	OATE	COMMITTEE AP	PROVAL: ☐Yes ☐No	o Other:			
BOARD DATE		BOARD APPRO	VAL:				

☐Yes

□No

Other:



A.1 CEDS and Business Services

DEVELOPMENT						
COMMITTEE:	Business Services/CE	EDS Committee	MEETING	DATE:	August 8, 2018	
STAFF NAME:	Andy Stone, WDB Dire	ector				
SUMMARY:						
CalWORKs progr Comprehensive I	ram oversight and, as a	subset of this merge	er, combine t	the Business	voted to merge the WIOA with Services Committee with the eting, your Committee will discuss	
established to de update their CED meetings, the CE opportunities for	evelop a strategy-driven OS at least every five yea	plan for regional (co ars to qualify for Eco ting of private sector elopment activities. T	ounty-wide) e nomic Devel and econom he most rece	economic deve lopment Ager nic developme ent CEDS pla		
The Business Engagement Plan developed for the Business Services Committee can be found at: http://bit.do/eta9E . Page 6 of the Strategic Plan has a summary of a draft Committee Mission and Vision. The Mission: Workforce Santa Cruz County is responsive to the needs of industry by providing a robust portfolio of services, solutions and strategies that support the retention and growth of businesses in Santa Cruz County, spurring increased employment opportunities and lob seeker success.						
☐Attachment(s)					
SUGGESTED MO	OTION: (if applicable)					
N/A						
COMMITTEE	DATE 08/08/18	COMMITTEE AP	PROVAL: ☐Yes	□No	Other:	
BOARD DATE		BOARD APPROV	VAL: □Yes	∏No	Other:	



	⊠ Action	Consent	Information	X Discussio
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A.2 CEDS Budget Update

COMMITTEE:	Business Services/C	EDS Committee	MEETING I	DATE:	August 8, 2018		
STAFF NAME:	Andy Stone, WDB Dire	ector					
SUMMARY:							
	-Year CEDS Plan is goo ministration (EDA) in M		e next CEDS	Five-Year P	lan is due to the Economic		
develop the next		and \$5,000 for WDB	staffing. The	staff funds a	ncluding \$35,000 to contract to are composed of \$2,500 for		
	ed budget is attached. 2010 United States Ce				ns based on relative population size scal year.		
⊠Attachment(s	⊠Attachment(s)						
SUCCESTED MA	OTION: (if applicable)						
	OTION: (if applicable)	0.00 budget and to t	aka any nasa	occani otopo :	to allocate the funds apportioned to		
I move to accept the recommended 2019-20 budget and to take any necessary steps to allocate the funds apportioned to my jurisdiction.							
COMMITTEE	DATE 08/08/18	COMMITTEE AP	PROVAL : ☐Yes	□No	Other:		
BOARD DATE	<u> </u>	BOARD APPROV	VAL: ☐Yes	□No	Other:		

Program Year 2019-20 Proposed CEDS Budget

(July 1, 2019 - June 30, 2020)

Jurisdiction	Population (Census 2010)	% of County Population- (Based on 2000 Census population data)	19/20 Approved Contributions (Based on 2000 Census population data)
City of Capitola	9,918	3.78%	\$1,511.99
County of Santa Cruz	129,739	49.45%	\$19,778.64
City of Santa Cruz	59,946	22.85%	\$9,138.74
City of Scotts Valley	11,580	4.41%	\$1,765.37
City of Watsonville	51,199	19.51%	\$7,805.26
Total	262,382	100.0%	\$40,000

Proposed 2019-20 CEDS Operations Budget		
County Staff Services CEDS Plan Development (contract)	5,000.00 35,000.00	
Total Budgeted Expenditures	40,000.00	



	XAction	Consent	Information	⊠Discussion
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A.3 Committee Member Recruitment

COMMITTEE:	Business Services/C	EDS Committee	MEETING	DATE:	August 8, 2018	
STAFF NAME: Andy Stone, WDB Director						
SUMMARY:						
WDB established of the Local WDB	d standing committees r	nust include other inc strated contributions	dividuals app	ointed by the	ation and Opportunity Act (WIOA) Local WDB who are <u>not</u> members in the field of workforce	
	the Committee will conti tee membership require		tial strategie	s and actions	to ensure that the WDB meets the	
☐Attachment(s	·)					
SUGGESTED MO	OTION: (if applicable)					
I move to accept	the Committee Membe	r Recruitment update	э.			
COMMITTEE	DATE	COMMITTEE AP	PROVAL:			
			□Yes	□No	Other:	
BOARD DATE		BOARD APPROV	∕AL : □Yes	∏No	Other:	



☐ Action ☐ Consent ☒ Information ☒ Discussion

A.4 Committee Member/Jurisdictional Roundtable

DEVELOPMENT					
COMMITTEE:	Business Services/C	EDS Committee	MEETING	DATE:	August 8, 2018
STAFF NAME:	Andy Stone, WDB Dire	ector			
SUMMARY:					
robin report ou		e industry sector.	Topics su		embers will conduct a round atest developments in their
Industry: *Financial Act *Hospitality *Professional *Trade					
☐Attachment(s	·)				
SUGGESTED MO	OTION: (if applicable)				
N/A					
COMMITTEE I	DATE	COMMITTEE AP	PROVAL: ☐Yes	□No	Other:
BOARD DATE		BOARD APPROV	VAL: □Yes	□No	Other: